NOTICE OF DECISION UNDER REGULATION 32
FILM POSTERS

VIDEO MAILING BOX

TO: The Film and Video Labelling Body Inc.
PO Box 2627
Ponsonby
AUCKLAND

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

In The Jeans

is **Not Approved.**

if approval refused, the reasons for the decision:

In accordance with Reg.28(2)(a) of the Films, Videos, and Publications Classification Regulations 1994, the OFLC is required to consider whether the video mailing box would be likely to be classified as objectionable if the mailing box was submitted under s13(1) of the Act for classification under s23 of the Act. Section 23 of the Act requires that the video mailing box be examined in accordance with the relevant criteria stated in Section 3 of the Act.

The video mailing box features partial female nudity with a sustained focus upon the bare buttocks of a female model as milk is being poured over her buttocks. These images appear as the main focus of the front and back cover, and spine, of the mailing-box. The close focus placed upon the milk on the woman's buttocks is done in emulation of male ejaculation onto the same area. It is considered that the mailing box degrades, dehumanises and degrades the female model in a harsh manner by reducing her to the sum of one body part and treating her buttocks as a surface upon which milk is poured in imitation of male ejaculate. It is also noted that the purpose of the mailing box is to advertise an associated video recording. Given the extent degree and manner of the sexual content, and the purpose of the mailing box, it is considered that the availability of the mailing box would be likely to be injurious to the public good. The video mailing box is therefore not approved.

Date: 08 January 1996

For the Classification Office (signed):

OFLC Ref: 9501298